

IT IS CLAIMED:

1. An isolated nucleic acid regulatory sequence for a cyclin D1 promoter, said regulatory sequence characterized by the ability to regulate expression of a gene operably linked to a cyclin D1 promoter containing said regulatory sequence.

*SUB B2* 2. The regulatory promoter sequence of claim 1, wherein said sequence is selected from the group consisting of SEQ ID NO.:5, SEQ ID NO.:6 and SEQ ID NO.:8.

10 3. An isolated nucleic acid regulatory sequence for a CD40L promoter, said regulatory sequence characterized by the ability to regulate expression of a gene operably linked to a CD40L promoter containing said regulatory sequence.

15 4. The regulatory promoter sequence of claim 3, wherein said sequence is selected from the group consisting of SEQ ID NO.:12, SEQ ID NO.:13, SEQ ID NO.:14 and SEQ ID NO.:15.

20 5. An isolated nucleic acid regulatory sequence for an HBV promoter, said regulatory sequence characterized by the ability to regulate expression of a gene operably linked to an HBV promoter containing said regulatory sequence.

6. The regulatory promoter sequence of claim 5 wherein said HBV promoter is a core, preS1 or X promoter.

25 7. The regulatory promoter sequence of claim 6 wherein said sequence is the HBV core promoter sequence presented as SEQ ID NO.:20 or SEQ ID NO.:21.

8. The regulatory promoter sequence of claim 6 wherein said sequence is the HBV preS1 promoter sequence presented as SEQ ID NO.:23 or SEQ ID NO.:24.

30 9. The regulatory promoter sequence of claim 6 wherein said sequence is an HBV X promoter sequence selected from the group consisting of SEQ ID NO.:26, SEQ ID NO.:27 and SEQ ID NO.:28.

10. An isolated nucleic acid regulatory sequence for a vancomycin-resistant enterococci (VRE) promoter, said regulatory sequence characterized by the ability to regulate expression of a gene operably linked to a VRE promoter containing said regulatory sequence.

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11. The regulatory promoter sequence of claim 10 wherein said sequence is selected from the group consisting of SEQ ID NO.:32, SEQ ID NO.:33 and SEQ ID NO.:34.

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12. An isolated nucleic acid regulatory sequence for an androgen receptor (AR) promoter, said regulatory sequence characterized by the ability to regulate expression of a gene operably linked to an AR promoter containing said regulatory sequence.

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13. The regulatory promoter sequence of claim 12, wherein said sequence is selected from the group consisting of SEQ ID NO.:64, SEQ ID NO.:65 and SEQ ID NO.:66.

14. An isolated nucleic acid regulatory sequence for a HER2 promoter, said regulatory sequence characterized by the ability to regulate expression of a gene operably linked to a HER2 promoter containing said regulatory sequence.

15. The regulatory promoter sequence of claim 14, wherein said sequence is selected from the group consisting of SEQ ID NO.:70, SEQ ID NO.:71 and SEQ ID NO.:72.

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16. An isolated nucleic acid regulatory sequence for a beta lactamase (Bla) promoter, said regulatory sequence characterized by the ability to regulate expression of a gene operably linked to a Bla promoter containing said regulatory sequence.

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17. The regulatory promoter sequence of claim 16 wherein said sequence is the Bla promoter sequence presented as SEQ ID NO.77 or SEQ ID NO.78.

18. A vector comprising a promoter regulatory nucleic acid sequence of any one of claims 2, 4, 7, 8, 9, 11, 13, 15 and 17.

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19. The vector of claim 18, wherein said vector is an expression vector comprising  
(i) said promoter regulatory nucleic acid sequence operably linked to a promoter and  
control sequences recognized by a host cell transformed with the vector; and (ii) a  
transgene encoding an autologous or heterologous gene product.

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20. The vector of claim 19, wherein said transgene is a reporter gene.

21. A host cell comprising the vector of claim 20.

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22. The host cell of claim 21, wherein said host cell is a prokaryotic cell.

23. The host cell of claim 21, wherein said host cell is a eukaryotic cell.

24. The host cell of claim 21, wherein said host cell is a mammalian cell.

25. A method of regulating gene expression in a cell comprising  
(i) introducing into a cell an expression vector according to claim 19,  
(ii) exposing said promoter regulatory sequence to a cellular factor or a DNA  
binding compound resulting in modulated expression of said transgene; and  
(iii) detecting the expression thereof.

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